

CONTRACT



KMBC
6455 Winchester Ave
Kansas City, MO 64133-6409
(816)221-9999

www.kmbc.com

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

<u>Contract / Revision</u> 926419 /		<u>Alt Order #</u>
<u>Product</u> OCT. 16, 2012 - OCT. 22, 2012		
<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Estimate #</u> 11280	
<u>Advertiser</u> McCaskill/D/Senate		<u>Original Date / Revision</u> 10/04/12 / 10/04/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KMBC	<u>Account Executive</u> Jeff Kitzsteiner	<u>Sales Office</u> Kansas City
<u>Special Handling</u> Political Duplicate File Copy		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KMBC	10/16/12	10/22/12	First News at 5am	5-5:30am		:30			NM	5	\$1,250.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-1111--				4	\$250.00			
		Week: 10/22/12	10/28/12	1-----				1	\$250.00			
N 2	KMBC	10/16/12	10/22/12	First News at 5:30am	5:30-6am		:30			NM	5	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-1111--				4	\$400.00			
		Week: 10/22/12	10/28/12	1-----				1	\$400.00			
N 3	KMBC	10/16/12	10/22/12	First News at 6am	6-7am		:30			NM	7	\$4,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-1112--				5	\$600.00			
		Week: 10/22/12	10/28/12	2-----				2	\$600.00			
N 4	KMBC	10/16/12	10/22/12	Good Morning America	7-9am		:30			NM	10	\$4,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-2222--				8	\$450.00			
		Week: 10/22/12	10/28/12	2-----				2	\$450.00			
N 5	KMBC	10/20/12	10/20/12	Sat News @ 5am	5-6am		:30			NM	1	\$60.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S-				1	\$60.00			
N 6	KMBC	10/20/12	10/20/12	Sa 6-7a	6-7a		:30			NM	1	\$300.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----S-				1	\$300.00			
N 7	KMBC	10/20/12	10/20/12	News Wknd Sat	7-9am		:30			NM	1	\$300.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



KMBC
 6455 Winchester Ave
 Kansas City, MO 64133-6409
 (816)221-9999

www.kmbc.com

Contract / Revision 926419 /		Alt Order #
Contract Dates 10/16/12 - 10/22/12	Product OCT. 16, 2012 - OCT. 21	Estimate # 11280
Advertiser McCaskill/D/Senate		Original Date / Revision 10/04/12 / 10/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$300.00			
N 8	KMBC	10/21/12	10/21/12	Sun News @ 5am	5-6am		:30			NM	1	\$35.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$35.00			
N 9	KMBC	10/21/12	10/21/12	Su 6-7a	6-7a		:30			NM	1	\$300.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$300.00			
N 10	KMBC	10/21/12	10/21/12	News Wknd Sun	7-9am		:30			NM	1	\$300.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$300.00			
N 11	KMBC	10/19/12	10/19/12	Rachael Ray Show	9-10am		:30			NM	1	\$95.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----1--				1	\$95.00			
N 12	KMBC	10/16/12	10/22/12	ANDERSON COOPER	M-F 10a-11a		:30			NM	2	\$150.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$75.00			
Week:		10/22/12	10/28/12	1-----				1	\$75.00			
N 13	KMBC	10/17/12	10/17/12	The View	11am-12pm		:30			NM	1	\$150.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1----				1	\$150.00			
N 14	KMBC	10/18/12	10/18/12	M-F 12n-1p	12n-1p		:30			NM	1	\$125.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---1---				1	\$125.00			
N 15	KMBC	10/17/12	10/19/12	GENERAL HOSPITAL	1-2pm		:30			NM	2	\$450.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1-1--				2	\$225.00			
N 16	KMBC	10/16/12	10/18/12	KATIE COURIC	2-3PM		:30			NM	2	\$200.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-1---				2	\$100.00			
N 17	KMBC	10/16/12	10/22/12	Dr. Phil	3-4pm		:30			NM	7	\$875.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1211--				5	\$125.00			
Week:		10/22/12	10/28/12	2-----				2	\$125.00			
N 18	KMBC	10/16/12	10/22/12	DR OZ	4PM-5PM		:30			NM	7	\$1,225.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-2121--				6	\$175.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



KMBC
 6455 Winchester Ave
 Kansas City, MO 64133-6409
 (816)221-9999

www.kmbc.com

Contract / Revision	Alt Order #
926419 /	

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	OCT. 16, 2012 - OCT. 21	11280

Advertiser	Original Date / Revision
McCaskill/D/Senate	10/04/12 / 10/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$175.00			
N 19	KMBC	10/16/12	10/22/12	5pm News	5-530pm		:30			NM	5	\$3,500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$700.00			
Week:		10/22/12	10/28/12	1-----				1	\$700.00			
N 20	KMBC	10/16/12	10/22/12	6pm News	6-630pm		:30			NM	5	\$4,125.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$825.00			
Week:		10/22/12	10/28/12	1-----				1	\$825.00			
N 21	KMBC	10/16/12	10/22/12	630-7p	630-7pm		:30			NM	10	\$9,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-2222--				8	\$900.00			
Week:		10/22/12	10/28/12	2-----				2	\$900.00			
N 22	KMBC	10/20/12	10/20/12	6pm News Saturday	6-7pm		:30			NM	1	\$400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$400.00			
N 23	KMBC	10/21/12	10/21/12	5pm News Sunday	5-6pm		:30			NM	1	\$400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$400.00			
N 24	KMBC	10/22/12	10/22/12	DANCING WITH THE STARS	7-8pm		:30			NM	1	\$3,500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$3,500.00			
D 25	KMBC	10/18/12	10/18/12	Last Resort	7-8pm		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
D 26	KMBC	10/16/12	10/16/12	THE PRACTICE	9-10pm		:30			NM	0	\$0.00
N 27	KMBC	10/17/12	10/17/12	MODERN FAMILY	8-830pm		:30			NM	1	\$6,500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				1	\$6,500.00			
N 28	KMBC	10/18/12	10/18/12	LAST RESORT	7-8pm		:30			NM	1	\$1,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$1,000.00			
N 29	KMBC	10/18/12	10/18/12	Grey's Anatomy	8-9pm		:30			NM	1	\$4,500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$4,500.00			
N 30	KMBC	10/19/12	10/19/12	SHARK TANK	7-8pm		:30			NM	1	\$750.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----F--				1	\$750.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television Inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



KMBC
 6455 Winchester Ave
 Kansas City, MO 64133-6409
 (816)221-9999

www.kmbc.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
926419 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/12 - 10/22/12	OCT. 16, 2012 - OCT. 21	11280

<u>Advertiser</u>	<u>Original Date / Revision</u>
McCaskill/D/Senate	10/04/12 / 10/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 31	KMBC	10/19/12	10/19/12	20/20	9-10pm		:30			NM	1	\$1,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	----F--				1	\$1,000.00			
N 32	KMBC	10/21/12	10/21/12	ONCE UPON A TIME	7-8pm		:30			NM	1	\$4,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$4,000.00			
N 33	KMBC	10/21/12	10/21/12	666 PARK AVE.	9-10PM		:30			NM	1	\$2,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$2,600.00			
N 34	KMBC	10/16/12	10/22/12	M-F/SU 10pm News	10-1035pm		:30			NM	9	\$18,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-2122--				7	\$2,000.00			
	Week:	10/22/12	10/28/12	2-----				2	\$2,000.00			
N 35	KMBC	10/20/12	10/20/12	Late Airing Late News	1030PM-11PM		:30			NM	1	\$750.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S-				1	\$750.00			
N 36	KMBC	10/21/12	10/21/12	Su 10pm news	10-1030pm		:30			NM	1	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$2,000.00			
N 37	KMBC	10/21/12	10/21/12	SU 1030pm News	1030-11pm		:30			NM	1	\$900.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$900.00			
N 38	KMBC	10/22/12	10/22/12	M-F Late Fringe Rotator	1035p-137a		:30			NM	1	\$450.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	1-----				1	\$450.00			
N 39	KMBC	10/17/12	10/19/12	M-F 1105p-1135p	1105p-1135p		:30			NM	2	\$400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	--1-1--				2	\$200.00			
N 40	KMBC	10/16/12	10/22/12	M-F 1135p-1205am	1135pm-1205am		:30			NM	3	\$225.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-1-1---				2	\$75.00			
	Week:	10/22/12	10/28/12	1-----				1	\$75.00			
Totals											104	\$80,515.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



KMBC
 6455 Winchester Ave
 Kansas City, MO 64133-6409
 (816)221-9999

www.kmbc.com

Contract / Revision	Alt Order #
926419 /	

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	OCT. 16, 2012 - OCT. 21	11280

Advertiser	Original Date / Revision
McCaskill/D/Senate	10/04/12 / 10/04/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	104	\$80,515.00	\$68,437.75
Totals	104	\$80,515.00	\$68,437.75

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.